ORDER

Order / Rev: **Orders** 169371 Alt Order #: 06376043 OBAMA 4 PRES: SKED C Product Desc: Estimate: 2089 WDJT-TV-LP Flight Dates: 10/16/12 - 10/22/12 Primary AE: Matthew Norten Original Date / Rev: 10/15/12 / 10/15/12 Sales Office: HDC Order Type: **GENERAL** NAT Sales Region: Agency Name: **GMMB Greer Margolis Mitchell Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poli/Obama for President Demographic: A35+ New Business Thru: Product Codes: PL Candidate Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID: Bill Plan **Totals** Start Date End Date # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating October 2012 \$22,950.00 10/01/12 10/22/12 53 \$19,507.50 0.00 \$22,950.00 \$19,507.50 Totals 53 \$22,950.00 \$19,507.50 0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$22,950.00
Market	100%	\$114,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,147.50
WISN	29%	\$33,277.50
WITI	32%	\$36,720.00
WMLW-	1%	\$1,147.50
WPXE	0%	\$0.00
WTMJ	16%	\$18,360.00
WVTV	1%	\$1,147.50
WYTU	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	1	WDJT	10/16/12	10/19/12	CBS Mrning Nws CBS This Mornin		7a-9a	-TWTF	:30	4	\$50.00P-2	0.00 NM	4	\$200.00
ū	W	<u>Star</u> eek: 10/1		End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$50.00	Rating 0.00						
Ε	2	WDJT	10/16/12	10/19/12	Let's Make a Dea Let's Make a Dea		858a-10a	-TWTF	:30	4	\$200.00P-2	0.00 NM	4	\$800.00
	We	<u>Star</u> eek: 10/1		End Date 10/21/12	Weekdays -TWTF	Spots/Week 4	Rate \$200.00	Rating 0.00				!		
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WDJT-TV-LP

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Order / Rev:

169371

Advertiser:

Poli/Obama for President

Ait Order #:

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Product Desc:

OBAMA 4 PRES: SKED C

Flight Dates:

10/16/12 - 10/22/12

Estimate:

2089

Ln Ch	Start	End	Inventory Cod	e Breal	< Start/End	I Time Davs	Len Sr	nots	Rate Pri	Rtg Type	Snote	Amount
E 3 WDJT	10/16/	12 10/19/12	Price Is Right 10	Da-11a CM	10a - 11a	-TWTF	:30	4		0.00 NM	4	\$1,400.00
Sta	rt Date	End Date	Price is Right 10 <u>Weekdays</u>	0a-11a Spots/Week	, Data	Potina						
Week: 10/		10/21/12	-TWTF		<u>Rate</u> \$350.00	Rating 0.00						
E 4 WDJT	10/16/	12 10/19/12	Y&R 11a-12p The Young & th	CM e Restless 11a	11a - 12p a-′	-TWTF	:30	4	\$350.00P-2	0.00 NM	4	\$1,400.00
<u>Sta</u> Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week		Rating 0.00						
E 5 WDJT	10/16/	12 10/19/12	News at Noon News at Noon	СМ	12р-1230р	-TWTF	:30	4	\$150.00P-2	0.00 NM	4	\$600.00
<u>Sta</u> Week: 10/	rt Date 15/12	End Date 10/21/12	Weekdays -TWTF	Spots/Week		Rating 0.00						
			CBS Block 1230 CBS Block 1230	p-2p CM	1230p-2p	-TWTF	:30	4	\$200.00P-2	0.00 NM	4	\$800.00
<u>Star</u> Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4		Rating 0.00						100
E 7 WDJT	10/16/1	2 10/19/12	Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	-TWTF	:30	4	\$150.00P-2	0.00 NM	4	\$600.00
<u>Star</u> Week: 10/1	<u>t Date</u> 15/12	End Date 10/21/12	Weekdays -TwTF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
E 8 WDJT	10/16/1	2 10/19/12	3p-4p (eff 9/10/1: Jeff Probst	2) CM	3р-4р	-TWTF	:30	4	\$150.00P-2	0.00 NM	4	\$600.00
<u>Star</u> Week: 10/1	<u>t Date</u> l5/12	End Date 10/21/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$150.00	Rating 0.00						
E 9 WDJT	10/16/1	2 10/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	-TWTF	:30	4	\$300.00P-2	0.00 NM	4	\$1,200.00
<u>Star</u> Week: 10/1	t <u>Date</u> 5/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
E 10 WDJT	10/16/1	2 10/21/12	M-F 5pm News M-F 5pm News	СМ	5p-530p	-TWTF-~	:30	1	\$500.00P-1	0.00 NM	1	\$500.00
<u>Star</u> Week: 10/1	<u>t Date</u> 5/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E 11 WDJT	10/16/12	2 10/19/12	Jeopardy 6p-630p 6p-630p/Jeopard		M-F 6p-630p	-TWTF	:30	3	\$1,500.00P-1	0.00 NM	3	\$4,500.00
Week: 10/1		End Date 10/21/12	Weekdays -TWTF		Rate \$1,500.00	Rating 0.00		_				
E 12 WDJT			Wheel of Fortune 630p-7p/Wheel	630р- 7 СРМ	M-F 630p-7p	- T WTF	:30	3	\$1,500.00P-1	0.00 NM	3	\$4,500.00
<u>Start</u> Week: 10/1	<u>Date</u> 5/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	Rate \$1,500.00	Rating 0.00						
13 WDJT	10/19/12	2 10/19/12	Fr 8p - 9p CSI: New York	CM	8p - 9p	1	:30	1	\$1,500.00P-2	0.00 NM	1	\$1,500.00
Week: 10/1:	5/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,500.00	Rating 0.00				-		
14 WDJT			Su 8p - 9p The Good Wife	СМ	8р-9р	1	:30	1 :	\$2,500.00P-2	0.00 NM	1	\$2,500.00
Start Week: 10/1		End Date 10/21/12	Weekdays 1	Spots/Week	Rate \$2,500.00	Rating 0.00						
15 WDJT			Let's Make a Deal Let's Make a Dea	9a-106M	858a-10a	1	:30	1	\$200.00P-2	0.00 NM	1	\$200.00
<u>Start</u> Week: 10/22		End Date 10/28/12	Weekdays 1	Spots/Week	<u>Rate</u> \$200.00	Rating 0.00						
16 WDJT		10/22/12	Price Is Right 10a Price is Right 10a		10a - 11a	1	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
Start Week: 10/22		End Date 10/28/12		Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
[™] 17 WDJT 1		10/22/12	Y&R 11a-12p The Young & the l		11a - 12p	1	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
<u>Start</u>	<u>Date</u>	End Date	-	Spots/Week	Rate	Rating						

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Estimate:

2089

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
17 WDJT 10/22/12 10/22/12		_	11a - 12p	1	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
	The Young & the Restle	ess 11a-								
Start Date End Date	Weekdays Spots	/We <u>ek</u>	<u>Rate</u>	Rating						
Week: 10/22/12 10/28/12	1	1	\$350.00	0.00						
18 WDJT 10/22/12 10/22/12	News at Noon	СМ	12p-1230p	1	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
	News at Noon									
Start Date End Date	Weekdays Spots	/Week	<u>Rate</u>	Rating						
Week: 10/22/12 10/28/12	1	1	\$150.00	0.00						
19 WDJT 10/22/12 10/22/12	CBS Block 1230p-2p	СМ	1230p-2p	1	:30	1	\$200.00P-2	0.00 NM	1	\$200.00
	CBS Block 1230p-2p									
Start Date End Date	Weekdays Spots	/Week	Rate	Rating						
Week: 10/22/12 10/28/12	1	1	\$200.00	0.00			_			
20 WDJT 10/22/12 10/22/12	Doctor 2p-3p	СМ	2p-3p	1	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
	Doctors 2p-3p									
Start Date End Date	Weekdays Spots	/Week	Rate	Rating						
Week: 10/22/12 10/28/12	1	1	\$150.00	0.00						
21 WDJT 10/22/12 10/22/12	3p-4p (eff 9/10/12)	CM	3p-4p	1	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
	Jeff Probst									
Start Date End Date	Weekdays Spots	/Week	Rate	Rating						
Week: 10/22/12 10/28/12	1	1	\$150.00	0.00						
22 WDJT 10/22/12 10/22/12	Dr. Phil 4p-5p	CM ·	4p-5p	1	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
	Dr. Phil 4p-5p	-								•
Start Date End Date		/Week	Rate	Rating						
Week: 10/22/12 10/28/12	1	1	\$300.00	0.00						
				-				Totals	53	\$22,950.00